

## Message Text

UNCLASSIFIED

PAGE 01 SINGAP 03987 160530Z

11

ACTION COME-00

INFO OCT-01 EA-07 ISO-00 EB-05 RSC-01 DRC-01 /015 W

----- 113765

R 160430Z OCT 73

FM AMEMBASSY SINGAPORE

TO SECSTATE WASHDC 9500

UNCLAS SINGAPORE 3987

FOR COMMERCE

E.O. 11652: N/A

TAGS: BEXP, SN

SUBJECT: OIM MARKET RESEARCH - ELECTRONIC DATA

PROCESSING EQUIPMENT, SINGAPORE.

REF: STATE A-8139

1. EMBASSY RECEIVED BID PROPOSALS FOR SUBJECT STUDY FROM FERO PROBE AND P.A. MANAGEMENT. BOTH FIRMS HAVE PREVIOUSLY DONE STUDIES FOR EMBASSY. P.A. MANAGEMENT DID STUDY IN MAY 1972 FOR BUSINESS EQUIPMENT INCLUDING EDP.
2. FERO PROBE PTE. LTD. WHOLLY OWNED SUBSIDIARY OF AUDIENCE STUDIES INC., LOS ANGELES, CALIFORNIA PROPOSES TOTAL OF 25 INTERVIEWS. THEIR BID PRICE IS US\$2000. FERO PROBE IS LARGE, COMPETENT FIRM WITH LONG LIST OF MULTINATIONALS WHO HAVE BEEN CLIENTS.
3. P.A. MANAGEMENT, LARGEST AND MOST REPUTABLE MARKET RESEARCH FIRM IN SINGAPORE PROPOSES 65 INTERVIEWS: 25 IN PERSON AND 40 BY TELEPHONE. THEIR BID PRICE IS S\$4500 OR US\$1940. (US\$1 EQUALS S\$2.32).
4. EMBASSY RECOMMENDS P.A. MANAGEMENT BE AWARDED CONTRACT. IN VIEW LIMITED TIMESPAN PA'S GREATER EXPERIENCE IN THIS FIELD SHOULD RESULT IN MORE THOROUGH REPORT.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 SINGAP 03987 160530Z

CRONK

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 16 OCT 1973  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1973SINGAP03987  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** n/a  
**From:** SINGAPORE  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1973/newtext/t19731029/aaaaavbb.tel  
**Line Count:** 61  
**Locator:** TEXT ON-LINE  
**Office:** ACTION COME  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:**  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** STATE A-8139  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** martinjw  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 06 DEC 2001  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <06-Dec-2001 by bryansd0>; APPROVED <06-Feb-2002 by martinjw>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** OIM MARKET RESEARCH - ELECTRONIC DATA PROCESSING EQUIPMENT, SINGAPORE.  
**TAGS:** BEXP, SN  
**To:** STATE  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005